

ORDER



Orders	Order / Rev:	685380
	Alt Order #:	06154603
	Product Desc:	CROSSROADS GPS
	Estimate:	547
	Flight Dates:	05/24/12 - 05/31/12
	Original Date / Rev:	05/22/12 / 05/22/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Crossroads Media/ POL
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: **00:15:00** _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/12	05/27/12	11	\$25,300.00	\$21,505.00
05/28/12	05/31/12	16	\$22,750.00	\$19,337.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2012	11	\$25,300.00	\$21,505.00	27.90
June 2012	16	\$22,750.00	\$19,337.50	38.20
Totals	27	\$48,050.00	\$40,842.50	66.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$48,050.00
Market	100%	\$252,894.74

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$60,694.74
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$88,513.16
WTTG	22%	\$55,636.84
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	05/25/12	05/25/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/21/12	05/27/12	----F--		1		\$600.00		2.30					
E 2	WUSA	05/25/12	05/25/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00

Order / Rev: 685380
 Alt Order #: 06154603
 Flight Dates: 05/24/12 - 05/31/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 547
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--					1	\$450.00		1.30			
E 3	WUSA	05/25/12	05/25/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--					1	\$400.00		1.20			
E 4	WUSA	05/25/12	05/25/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	----F--	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--					1	\$700.00		1.50			
E 5	WUSA	05/28/12	05/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	M-----					1	\$2,000.00		3.40			
E 6	WUSA	05/28/12	05/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	M-----					1	\$450.00		1.30			
E 7	WUSA	05/28/12	05/28/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	M-----					1	\$700.00		1.50			
E 8	WUSA	05/26/12	05/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S-					1	\$2,000.00		3.40			
E 9	WUSA	05/26/12	05/26/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$400.00	P-2	1.50	NM	1	\$400.00
9 NEWS SATURDAY 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S-					1	\$400.00		1.50			
E 10	WUSA	05/27/12	05/27/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S					1	\$2,000.00		3.40			
E 11	WUSA	05/27/12	05/27/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$14,000.00	P-2	6.60	NM	1	\$14,000.00
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S					1	\$14,000.00		6.60			
E 12	WUSA	05/27/12	05/27/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$2,000.00	P-2	2.10	NM	1	\$2,000.00
SUNDAY MORNING-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	-----S					1	\$2,000.00		2.10			
E 13	WUSA	05/24/12	05/31/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$2,000.00	P-2	3.40	NM	2	\$4,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	---T---					1	\$2,000.00		3.40			
		Week: 05/28/12	06/03/12	---T---					1	\$2,000.00		3.40			
E 14	WUSA	05/31/12	05/31/12	Price Is Right The Price Is Right	CM	11a-12p	---T---	:30	1	\$650.00	P-3	2.20	NM	1	\$650.00

Advertiser:	Crossroads GPS	
Product Desc:	CROSSROADS GPS	WUSA
Estimate:	547	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	---T---		1				\$650.00		2.20			
E 15	WUSA	05/31/12	05/31/12	9 News @ Noon 9 News @ Noon	CM	12-1230P (12:00 PM-12:30 PM)	---T---	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	---T---		1				\$600.00		2.30			
E 16	WUSA	05/24/12	05/31/12	9 News @ 6p 9 News @ 6p	CM	6-630p	---T---	:30	1	\$750.00	P-3	1.20	NM	2	\$1,500.00
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/12	05/27/12	---T---		1				\$750.00		1.20			
		Week: 05/28/12	06/03/12	---T---		1				\$750.00		1.20			
E 17	WUSA	05/31/12	05/31/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---T---	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	---T---		1				\$400.00		1.20			
E 18	WUSA	05/31/12	05/31/12	CBS This Morning CBS This Morning	CM	7-9a	---T---	:30	1	\$300.00	P-2	0.60	NM	1	\$300.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	---T---		1				\$300.00		0.60			
E 19	WUSA	05/29/12	05/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-T-----		1				\$600.00		2.30			
E 20	WUSA	05/29/12	05/29/12	9 News @ 6p 9 News @ 6p	CM	6-630p	-T-----	:30	1	\$750.00	P-3	1.20	NM	1	\$750.00
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-T-----		1				\$750.00		1.20			
E 21	WUSA	05/29/12	05/29/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-T-----		1				\$400.00		1.20			
E 22	WUSA	05/29/12	05/29/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$10,000.00	P-3	10.20	NM	1	\$10,000.00
NCIS:LOS ANGELES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	-T-----		1				\$10,000.00		10.20			
E 23	WUSA	05/30/12	05/30/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--W----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	--W----		1				\$2,000.00		3.40			
E 24	WUSA	05/30/12	05/30/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--W----	:30	1	\$450.00	P-3	1.30	NM	1	\$450.00
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	--W----		1				\$450.00		1.30			
E 25	WUSA	05/30/12	05/30/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--W----	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/28/12	06/03/12	--W----		1				\$700.00		1.50			
Totals													27	\$48,050.00	

REP HEADLINE# 6154603

REP: TEL# 703 528 7800

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

ADL- *** ORIGINAL REV#0 ***

DATE

DELETE

1/AGENCY#

ORDER

2/ADVERTISER#

LINE/S

3/PROD# EST#547

PARTIAL LINE/S

20/EOS 4/SLSP#

AGENCY - 66 CANAL CENTER PLAZA, SUITE 555

5/REP#

ADDRESS ALEXANDRIA, VA 22314

21/BILL WK. MO-SU

START DATE-MAY24/12 END DATE-MAY31/12 WK-2

63/PCON 64/ACON

TO: LANCE

11/RATE CARD

FR: HILARY

14/ORDER TYPE

NEW ORDER

57/CO-OP TYPE

TTL: 48050

59/STATE TAX

PLS CFM, THX! 5/22

PLAN PRICE 16/

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CROSSROADS GPS

CROSSROADS GPS

PLAN PRICE 16/

AGENCY ADVERTISER CODE = 12

PLAN PRICE 16/

AGENCY PRODUCT CODE = 11

PLAN PRICE 16/

PROGRAM : 9 NEWS AT NOON

PLAN PRICE 16/

RA35+ : 2.3

PLAN PRICE 16/

CON COM1: 9 NEWS AT NOON

PLAN PRICE 16/

AGENCY EST# = 547

PLAN PRICE 16/

30 05/25 05/25

PLAN PRICE 16/

1200N-1230P

PLAN PRICE 16/

FRI

PLAN PRICE 16/

1

PLAN PRICE 16/

1

PLAN PRICE 16/

1

PLAN PRICE 16/

1

PLAN PRICE 16/

1

PLAN PRICE 16/

1

PLAN PRICE 16/

1

PLAN PRICE 16/

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

REP HEADLINE# 6154603

MAY22/12 10.38
*** WUSA-TV ***

[illegible]

REP HEADLINE# 6154603 REP: TEL# 703 528 7800 FAX# 703 528 7880 MAY22/12 10.38
 CREDIT ADVISORY: AGENCY CREDIT RISK !!! FROM REP *** WUSA-TV ***
 ORDER WORKSHEET HARRIS RPT.

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN	PRICE	SPT /WK	RATE SPOT 18/	STATION CD	SPOT /LIN	STS
MAY/12			25300.00	JUN/12	22750.00					13/	14/	PLAN	16/			CD	SC# 23/	
															CONTRACT TOTAL	48050.00		
															TOTAL SPOTS	27		

MARKET TOTALS \$252,894 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%
 SVC- NSI
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Michelle Santuoso

do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Crossroads GPS (Grassroots Policy Strategies) </div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="checked" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

<u>5/25/12</u>		<u>703-299-1760</u>
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title